The Impact of Ratings and Influencer Marketing on Consumer Purchase Decisions for Skincare Products on the Shopee Marketplace

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Abstract: This study aims to examine the influence of ratings and influencer marketing on purchasing decisions for skincare products on the Shopee marketplace. This quantitative study involved 96 respondents and used multiple linear regression data analysis. The results show that ratings and influencer marketing have a significant influence. Purchasing decisions are influenced by ratings, which is the most dominant variable, meaning that the higher the rating, the greater the interest in the product. These findings emphasize the importance for sellers to maintain product and service quality to maintain high ratings and to collaborate with credible influencer marketers to strengthen their marketing strategies.

Keywords: Influencer Marketing; Purchase Decisions; Ratings; Shopee; Skincare

1. Introduction

Technology continues to advance daily, pushing businesses to compete fiercely in online marketing platforms, such as marketplaces. In today's modern era, many people are increasingly dependent on technology to support their daily activities. Along with technological, economic, and cultural changes, facial treatments such as skincare are also considered important for many people, especially women. Women are increasingly paying attention to their appearance and facial care. The high public interest in skincare products is now encouraging businesses to produce them (Andriana, 2023). Indonesia is said to be the second-largest cosmetics market in 2024 after Vietnam, out of a total of six countries, especially in Southeast Asia. Indonesia itself has a 33% share of the cosmetics market, while Vietnam is in first place with a 41% market share. In Indonesia, facial care products are categorized as Fast-Moving Consumer Goods (FMCG), which shows. Sales growth is projected to reach 15% by 2024. The Shopee marketplace is the largest e-commerce platform, offering easy access, a wide variety of skincare products, and a convenient payment and delivery system. Shopee itself has attracted public attention in the beauty sector, particularly skincare products. The popularity of the Shopee marketplace is increasing along with the growth of smartphone users and the increasing desire for convenient shopping, leading consumers to rely on information from ratings and promotions conducted by influencer marketing regarding the best and most popular products.

Customer reviews and influencer marketing are crucial for purchasing decisions, especially in today's digital marketplace. While customer reviews are often seen as the most dominant factor, influencer marketing also plays a significant role in increasing consumer engagement and trust. The interaction between these elements is complex, with each contributing uniquely to consumer behavior. This answer explores the influence of customer reviews and influencer marketing on purchasing decisions, highlighting their impact and the importance of trust as a mediating factor. Customer reviews are often cited as the most influential factor in purchasing decisions. Studies show that online customer reviews have a strong positive effect on purchase intentions, often surpassing the influence of other marketing strategies (Saputri & Huda, 2025) (Yangcen et al., 2025). Reviews provide crucial social proof for consumers in making purchasing decisions. This is especially true on e-commerce platforms where direct product interaction is impossible (Panre et al., 2024). The credibility of customer reviews significantly impacts consumer trust, which in turn influences purchasing decisions. Trust acts as a mediating variable that increases the effect of reviews on consumer behavior (Syarifudin & Achmad, 2024) (Senalasari et al., 2025).

Ratings are a section of a review that uses star symbols to express consumers' opinions after purchasing a product. Ratings are defined as assessments related to user experiences that reflect their psychological and emotional states (Damayanti, 2019). Consumer satisfaction with a seller's product or service increases with the number of stars awarded. Another factor impacting purchasing decisions is influencer marketing. The social impact and popularity of influencers have become a major marketing phenomenon in recent years, where influencer marketing Promote a product through their personal social media in an engaging and easily understood manner (Zahra and Arisanti, 2025). One product frequently promoted by influencer marketing is skincare, as many brands utilize influencers to promote their products. Consumers gain product information through this marketing strategy, which can be used as a consideration before purchasing. Promote a product through their personal social media in an engaging and easily understood manner (Zahra and Arisanti, 2025). One product frequently promoted by influencer marketing is skincare, as many brands utilize influencers to promote their products. Consumers gain product information through this marketing strategy, which can be used as a consideration before purchasing.

The urgency of this research is based on the increasing competition in the skincare market in the e-commerce era and the need for business actors and academics to understand the social factors that influence purchasing behavior. This allows business actors to design more effective marketing strategies and personalize relevant content, while academics can enrich the literature related to digital consumer behavior in Indonesia. The novelty of this research lies in the approach that simultaneously integrates rating analysis and influencer marketing on skincare products on Shopee, which has not been widely studied specifically. This study also focuses on the skincare product consumer segment, as its characteristics and behavior tend to differ from other product categories in the marketplace. Therefore, the research findings can provide practical recommendations and relevant academic contributions in the field of digital marketing and consumer behavior. The purpose of this study is to analyze and empirically prove how ratings and influencer marketing influence consumer purchasing decisions for skincare products on the Shopee marketplace. In addition, this study also aims to provide an overview and empirical evidence regarding these two variables: ratings and influencer marketing.

2. Theoretical Study
Buying Decision

A purchasing decision is the process consumers go through when selecting, purchasing, and using a product that meets their needs (Miftakhul Jannah, 2022). Therefore, a purchasing

decision is the process of selecting one of several alternative problem-solving options with concrete follow-up.

Ratings

Product ratings are research conducted by consumers after purchasing and using a product. These ratings are typically given on a scale of 1-5 stars, along with written reviews accompanied by product images. These ratings reflect consumer satisfaction or dissatisfaction with the product and demonstrate its credibility, expertise, and likability. Ratings themselves are considered feedback for sellers, with higher star ratings indicating better quality and service (Jannah, 2022).

H1 : Ratings have a positive and significant influence on purchasing decisions for skincare products on the Shopee marketplace.

Influencer Marketing

Influencer marketing is a marketing tactic that involves individuals with large social media followings advertising products or services to their followers. Influencer marketing has the ability to influence the opinions of their followers. Influencers who have a significant impact on their consumers are often chosen as promotional targets for brands. Influencers with a good reputation among the general public are the target market for products or services that can be promoted and result in successful promotions (Herman et al., 2023).

H2 : Influencer marketing has a positive and significant influence on the decision to purchase skincare products on the Shopee marketplace.
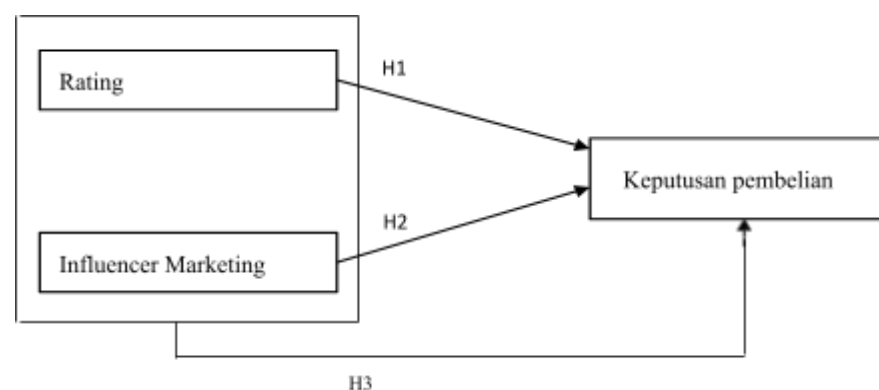

Figure 1. Framework of Thought.

Table 1. Variable Indicators.

Variable	Conceptual Definition		Indicator	Reference
Buying Decision	The stages in which consumers choose, buy,and use products that suit their needs and desires.	1.	Product Selection	Pasaribu (2022)
		2.	Brand Selection	
		3.	Reseller Selection	
		4.	Purchase Quantity	
		5.	Purchase Time	
		6.	Payment Method	
Ratings	Rating given to a product after purchase in the form of 1-5 starts to show how honest, useful, enjoyable it is.	1.	Credible	(Harli et al., 2021)
		2.	Expert	
		3.	Likable	
Influencer Marketing	Influencers are individuals who have a large following on social media to promote products or services that influencer opinion	1.	Visibility	Rieza Nur Alifa (202)
		2.	Credibility	
		3.	Attractiveness	
		4.	Power	

3. Materials and Method

The research method used was quantitative research by distributing questionnaires to students and online Shopee users to obtain data. The questionnaire itself contained questions consisting of rating variables, influencer marketing, and purchasing decisions. Furthermore, the population for this study was skincare users who purchased on the Shopee marketplace, the number of which is unknown. The sample for this study was taken using the Lameshow formula, consisting of 96 respondents who were students and Shopee users aged 17 and above. Data were analyzed through validity tests, reliability tests, multiple linear regression, multiple correlations, coefficients of determination, T-tests, and F-tests using SPSS version 26. Table 2 presents the profile of the respondents, which includes demographic characteristics such as gender, age, education level, Income, and work. This information provides an overview of the respondents' backgrounds and helps to understand the context of their responses.

Table 2. Respondent Profile.

	Number	Presentase
Gender:		
Male	23	24%
Female	73	76%
Age:		
17-25 age	74	77,1%
26-35 age	19	19,8%
>35 age	4	4,2%
Work:		
Student	37	38,5%
Private Sector	29	30,2%
Entrepreneurs	13	13,5%
Others	19	19,8%
Income:		
<Rp1.000.000	25	26%
Rp1.000.000-Rp2.000.000	24	25%
Rp2.000.000-Rp3.000.000	24	25%
Rp3.000.000-Rp4.000.000	15	15,6%
>Rp4.000.000	10	10,4%

4. Results and Discussion

Uji Validity

Validity testing was conducted to ensure that the measuring instrument in this study could measure what it was intended to measure. The research criteria state that a statement is valid if the calculated r > the table r. The results were obtained from 96 respondents with a significance level of $\alpha = 0.05$ and an r table value of 0.198. The results show that all items are valid because the calculated r > the table r.

Uji Reliability

This test was conducted to understand the level of consistency of each questionnaire variable indicator. A questionnaire is considered reliable if its Cronbach's Alpha value is >0.06 (Sugiyono, 2018). The results obtained indicate that each variable has a Cronbach's Alpha value >0.06, as shown in the following:

Table 3. Reliability Test Results.

Variable	Cronbach's Alpha
Rattings	0,617
Influencer Marketing	0,701
Buying decision	0,756

Source: processed from SPSS

This shows that these values are reliable and suitable to be used as measuring tools in research.

Multiple Linear Regression Analysis

This multiple linear regression is used to determine the influence of the independent variables, namely rating (X1) and influencer marketing (X2) on the dependent variable, namely purchasing decisions (Y). The following are the test results:

Table 4. Multiple Linear Regression Result.

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.328	2.518		3.705	.000
	RATING	.742	.165	.394	4.490	.000
	INFLUENCER MARKETING	.432	.111	.340	3.882	.000

a. Dependent Variable: PURCHASE DECISION

Source: processed from SPSS

Table 4 shows that:

Y = 9.328 + 0.742 X1 + 0.432 X2

The constant value of 9.328 signifies that when all independent variables, namely rating (X1) and influencer marketing (X2), are set to zero, the purchasing decision (Y) remains at a baseline level of 9.328. The coefficient for the rating variable (X1) is 0.742, which implies that a one-unit increase in the rating variable, while keeping other variables unchanged, leads to a positive and significant effect on consumer purchasing decisions. Similarly, the coefficient for the influencer marketing variable (X2) is 0.432, indicating that an increase of one unit in this variable, assuming other factors remain constant, also positively and significantly impacts consumer purchasing decisions. So, through the results of the multiple linear regression analysis calculations, it can be concluded that the dominant variable influencing purchasing decisions (Y) is the rating variable (X1) because it has the highest and most significant coefficient value.

Multiple Correlation Analysis

The purpose of multiple correlation analysis is to understand the strength of the relationship between two independent variables and a single dependent variable.

Table 5. Multiple Correlation Analysis Result.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.594[a]	.353	.339	1.645	.353	25.333	2	93	.000

a. Predictors: (Constant), INFLUENCER MARKETING, RATINGS

Source: processed from SPSS

The findings reveal that the correlation between the rating and influencer marketing variables with purchasing decisions reaches 0.594, indicating a moderate level of relationship.

Furthermore, the combined contribution of both variables to purchasing decisions is 0.353 or 35.3%, while the remaining 64.7% is affected by external factors not included in the research model.

Coefficient of Determination Analysis

This analysis is used to understand the combined influence of the independent variables (ratings and influencer marketing) in explaining the dependent variable (purchase decisions).

Table 6. Coefficient of Determination Analysis.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change
1	.594ᵃ	.353	.339	1.645	.353	25.333	2	93	.000

a. Predictors: (Constant), INFLUENCER MARKETING, RATING

Source: processed from SPSS

Based on the findings, the Adjusted R Square value is 0.339, indicating that the rating and influencer marketing variables collectively explain 33.9% of the variance in purchasing decisions. The remaining 66.1% is influenced by other factors not included in this study, such as flash sale promotions and free shipping offers. These factors may serve as potential considerations for future research.

T Test

The T test is carried out to understand the extent to which the independent variables individually influence the dependent variable partially.

Table 7. T-Test Result.

Coefficientsᵃ

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	9.328	2.518		3.705	.000
	RATING	.742	.165	.394	4.490	.000
	INFLUENCER MARKETING	.432	.111	.340	3.882	.000

a. Dependent Variable: PURCHASE DECISION

Source: processed from SPSS

The results of the test indicate that the findings are considered significant when the calculated t-value exceeds the critical t-value at a 0.05 significance level. With 96 respondents, the degrees of freedom (df) are determined by the formula n - k - 1 = 96 - 3 - 1 = 93. Therefore, the appropriate t-table value is 1.986. The calculated t-value for the rating variable is 4.490, which is greater than the t-table value of 1.986, and the significance level is 0.000, which is below 0.05. This means that H0 is rejected and H1 is accepted, indicating that rating partially exerts a positive and significant effect on purchasing decisions. Similarly, the calculated t-value for the influencer marketing variable is 3.882, which also exceeds the t-table value of 1.986, with a significance level of 0.000 < 0.05. Consequently, H0 is rejected and H2 is accepted, demonstrating that influencer marketing partially has a positive and significant impact on purchasing decisions.

F Test

This test was conducted to determine whether the rating and influencer marketing variables together have a significant or insignificant influence.

Table 8. F-Test Result.

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.054	2	68.527	25.333	.000[b]
	Residual	251.571	93	2.705		
	Total	388.625	95			

a. Dependent Variable: PURCHASE DECISION
b. Predictors: (Constant), INFLUENCER MARKETING, RATINGS

Source: processed from SPSS

Based on the results, the calculated F value is 25.333 with a significance level of 0.000, where df1 = 2 and df2 = 93. Since the calculated F value (25.333) exceeds the F table value (3.09) and the significance value (0.000) is less than 0.05, it can be concluded that H0 is rejected and H3 is accepted. This finding indicates that, simultaneously, the rating and influencer marketing variables exert a positive and significant effect on purchasing decisions.

The Influence Of Ratings on Purchasing Decisions

The findings of this study reveal that product ratings significantly and positively affect purchasing decisions for skincare products on the Shopee platform. As the rating increases, consumers are more likely to make a purchase. Ratings function as a form of feedback that represents customer satisfaction with both the product's quality and the seller's service. Positive ratings also help build consumer trust toward the product.

These findings support H1, which interprets ratings as having a positive and significant influence on purchasing decisions. This study's findings also align with those of Miftakhul Jannah (2022) and Harli et al. (2021), which state that high ratings can increase consumer trust and support purchasing decisions. Therefore, this study suggests that ratings can be the most dominant indicator for sellers to assess customer satisfaction.

The Influence of Influence Marketing on Purchasing Decisions

This study shows that influencer marketing has a positive and significant influence on purchasing decisions for skincare products on the Shopee marketplace. This means that the more effective influencer promotions are, the greater their influence on purchasing decisions. Trust, attractiveness, and popularity can foster positive perceptions, which in turn Consumers become more confident in making product purchases.

These findings support H2, which found that influencer marketing has a positive and significant influence on skincare product purchasing decisions on the Shopee marketplace. This finding is consistent with findings by Herman et al., 2023, and Rieza Nur Alifa, 2022, which indicate that promotions through influencer marketing are effective and impactful for consumers who rely on testimonials and social recommendations.

5. Conclusion and Suggestions

This study concludes that ratings and influencer marketing have a significant influence, both partially and simultaneously, on consumer purchasing decisions. These results indicate that an increase in product ratings is directly proportional to increased consumer trust and purchase intention. Ratings reflect consumer satisfaction with the quality of a seller's product and service. Meanwhile, promotional strategies involving influencers have been shown to play a significant role in shaping positive perceptions, particularly through their popularity and appeal. Considering these two variables, ratings are the most dominant influencing factor in this study.

Based on the conclusions, it is recommended that skincare sellers on the Shopee marketplace maintain product and service quality to maintain good ratings and encourage repeat purchases. Furthermore, they should collaborate with credible and relevant influencers to ensure effective communication with their audience. Further research could include other variables such as flash sales and free shipping, and involve more respondents for more representative results.

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